

**Amendments to the Specification:**

Please replace the paragraph starting at page 6, line 9 with the following amended paragraph:

Referring to Fig. 1, there is depicted a representation of a store, generally designated 10, that utilizes the subject invention. The store 10 is representative of any type of store, restaurant, or the like (collectively, "store"). The store 10 +2 is shown having an embodiment of the subject invention. In particular, the store 10 has a broadcasting or transmission system generally designated 12. The broadcasting system 12 is operative to generate and transmit/broadcast a signal 14 represented by the substantially concentric dashed circles. The signal 14 has a signal strength that defines a perimeter 16 at which the signal falls off to essentially zero signal strength or is too weak to be received. In accordance with an aspect of the subject invention, the signal strength of the signal 14 is such that the perimeter 16 is only a short distance from the store 10. Particularly, the signal strength of the signal 14 is such that it preferably defines a perimeter of about 100 yards or less from the store or the store premises 10. The broadcasting system 12 is thus a short-range radio (wireless) broadcasting system. As such, the broadcasting system 12 is operative to transmit signals to the inside of the store 10, the outside of the store 10, and/or both the inside and outside of the store 10.

Please replace the paragraph starting at page 8, line 18 with the following amended paragraph:

One such wireless protocol/format that meets the present criteria for the subject invention and which is preferably utilized, is Bluetooth™. Bluetooth™ is a short-range,

September 29, 2004

Page 3

low-power, wireless (radio) data protocol/format that operates in an unlicensed radio frequency band. Particularly, Bluetooth™ operates at 2.4 GHz at a range of around 30 feet in the ISM band. Details regarding Bluetooth™ can be obtained from Bluetooth SIG, Inc. of Overland Park, Kansas, U.S.A. found at www.bluetooth.com. Particularly, reference and specific incorporation herein is made to the Bluetooth™ Specification, version 1.1, and the Bluetooth™ Profiles, both of which can be obtained from Bluetooth SIG, Inc. are located at www.bluetooth.com.

Please replace the paragraph starting at page 9, line 3 with the following amended paragraph:

Referring to Fig. 2, there is depicted a block diagram of the broadcasting or transmitting system 12 within the store 10. The broadcasting system 12 + 10 includes a transmitter 30 that is in communication with an antenna 32. The transmitter is operative to generate the signal 14 and provide the signal 14 to the antenna 32. The antenna 32 is configured, adapted, and/or operative to radiate, broadcast, or transmit the signal 14 received from the transmitter 30. The antenna 32 is located such that the signal 14 is provided only exterior of the store 10, only interior to the store 10, or both interior and exterior to the store 10, depending on the application and/or the intended recipients.